NEWS RELEASE

Zeta Announces Promotion of Matthew Mobley to President of CRM

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Industry veteran selected to lead future growth of CDP and Marketing Cloud

NEW YORK--(BUSINESS WIRE)-- **Zeta Global** (NYSE:ZETA), a cloud-based marketing technology company that empowers enterprises to acquire, grow, and retain customers more efficiently, today announced the promotion of Matthew Mobley to President of Customer Relationship Management (CRM).

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20220727006019/en/

Matthew Mobley was promoted to President of CRM at Zeta Global. (Photo: Business Wire)

A leading executive in the marketing technology sector with a stellar track record of success, Mr. Mobley joined Zeta in October 2021 as EVP Technology Strategy. In that role, he made an enormous impact advising customers on how to best leverage Zeta's top-rated technology to meet their business goals, developing strategy for Zeta's high-growth Customer Data Platform (CDP), and building operational systems to support faster scaling of the business. He will replace David Allen, the Company's current President of CRM, who will be retiring after a transformational four years at Zeta and a long, successful career including executive roles at EDS, Acxiom, and Epsilon. He will move into a Senior Advisor role for the Company.

Mr. Mobley's new role will include overseeing Zeta's go-to-market strategy for the CDP and Marketing Cloud, leading customer success, and scaling strategic solutions. He will also play a key role in advancing Zeta's partnerships with Snowflake and Amazon Web Services. The CRM Sales team, led by Kelly Kennedy, CRO of CRM, will report directly

into Mr. Mobley. Mr. Mobley will report directly into Steve Gerber, President & Chief Operating Officer of Zeta.

“Matt is a phenomenal leader who has been instrumental in creating incredible success for our customers and driving innovation for the CRM business, and we are thrilled that he will be taking on this broader role,” said David A. Steinberg, Co-Founder, Chairman, and CEO of Zeta. “The Zeta Marketing Platform, with a CDP at its core, is perfectly positioned to help our customers deliver personalized experiences at scale for consumers and higher ROI from their marketing investment. We believe that Matt’s deep experience will build on the momentum created under David and accelerate the growth of these products.”

“I am honored to be assuming this new role at Zeta at such a pivotal time in the Company’s evolution. In my nine months here, I have been impressed by the strength of Zeta’s leading technology, the differentiation of the proprietary Data Cloud, and the talent of the team -- all of which are tuned for the needs of the modern CMO. I look forward to continuing to work with the talented and dedicated team here as we take the business to even greater heights.”

Mr. Mobley has more than 26 years of experience in general technology and over 22 years of experience specifically in marketing and advertising technology, spanning the Americas and EMEA. Prior to Zeta, he served as Chief Technology Officer at Merkle, SVP of Solutions Consulting at Epsilon, as VP of European Consulting, and as the US Marketing Technology Practice leader for Acxiom. He also served in the United States Air Force. Mr. Mobley’s depth of experience includes designing, implementing, and operating large scale Customer Data Platforms, Marketing Clouds, and related technology projects – all areas of Zeta’s strategic investment toward its long-term goals in 2025.

About Zeta

Zeta Global Holdings Corp. (NYSE:ZETA) is a leading data-driven, cloud-based marketing technology company that empowers enterprises to acquire, grow and retain customers. The Company’s Zeta Marketing Platform (the “ZMP”) is the largest omnichannel marketing platform with identity data at its core. The ZMP analyzes billions of structured and unstructured data points to predict consumer intent by leveraging sophisticated artificial intelligence to personalize experiences at scale. Founded in 2007 by David A. Steinberg and John Sculley, the Company is headquartered in New York City. For more information, please go to **http://www.zetaglobal.com**.

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